EATON'S

A Valentine Gift for Your Home

A Gift to Say "I Remembered the Day"

An EATON Gift is the way to your Valentine's heart . . . and when you make it an EATON'S Branded Line Gift . . . your Valentine will know that you've chosen it with care . . . for quality, value and selection choose one of the gifts from this page . . . or from the varied selection you'll find throughout the store.

A Smart Idea for Home Accessorizing

WROUGHT IRON

Dramatic . . . distinctive . . . delightful! Exciting new home accessories of wrought iron are designed to harmonize beautifully with modern or traditional decors. The pieces are functional, interesting and definitely durable . . . as well as being so attractive. They're priced with your budget in mind, so that you can enhance your home, your apartment, at budget prices . . . and on Budget Terms if you wish.

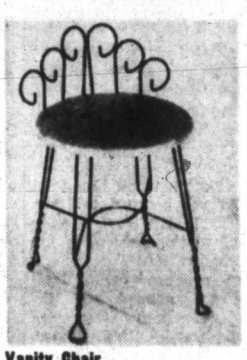
Flower Stand, Model 101F
Modern in design with interestingly placed arms revolving freely to show off plants effectively. Will hold five flower pots. Shown in black wrought iron. 36½" high. Each **13.95**

Flower Stand, Model 103F
Gracefully shaped in wrought iron in bouquet motif with scrolled trim . . . sturdy construction . . . holds 7 flower pots. Available in black. Height 36". Each **16.95**

Utility Band Stand
Smartly fashioned in satin-black. Holds largest phonograph and has ample record and album room below. Gleaming brassed spheres on scuff-proof leg-ends, protects carpeting and floors. 12x20x23½. Each **9.95**

Book Rack
To match the rosette utility table or enhance your home of its own accord. An Italian-inspired style book rack in black wrought iron with rosettes brightening gracefully curved sides. Flat bottom shelf holds magazines, bric-a-bac. 26x19x12. Each **10.95**

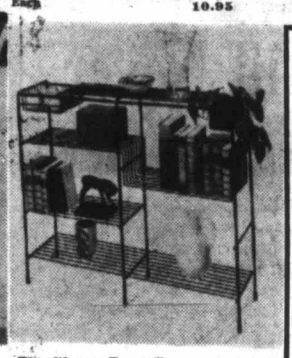
Rosette Utility Table
The Italian look translated . . . for your home. This design adapts to a room divider or knick-knack shelf . . . in black wrought iron enhanced with novel rosettes. Three wide shelves. 26x19x12. Each **15.95**
Brass with wrought iron. Each **10.95**



Vanity Chair
Scroll effect back and twist legs created in satin finish. For bedroom or bathroom. Leg ends finished to protect carpeting . . . padded seat covered with washable dura-texture in red or aqua. Each **9.95**

De Luxe Giant Book Rack
Two roomy bookshelves hold your favourite volumes neatly, securely. Flat bottom shelf holds magazines, top shelf holds plants, knick-knacks. Fits any decor. Wrought iron legs have rubber tips. 32x36x12. Each **10.95**

Rosette Band Stand
A must for record collectors . . . the new band stand and most attractive record holder you'll find. So practical too. Mesh top holds standard player or makes handsome occasional table. Angled slotted bottom shelf holds 180 records. Hour-glass legs trimmed with brassed rosettes and ball feet. 24½x20x14. Each **16.95**



The "Ivory Tower"
A wonderful do-all room divider . . . a versatile tower of beauty. It's charm will brighten any room. Boasts its own book ends, fruit bowl and planter . . . use two, end to end for large rooms. 36x30x9. Each **19.95**

EATON'S—Hardware, Lower Main Floor, Phone EV 2-7141

To Call EATON'S Dial EV 2-7141 or Toll-Free Zenith 6100

For Your King of Hearts

Arrow

Terylene* Dress Shirts

. . . The 'Sweetheart' of all Shirts

. . . you'll be his sweetheart too if you choose one of these easy-care *Terylene dress shirts for his gift this Valentine's. Beautifully tailored of closely-woven opaque *Teryene fabric, for long and comfortable wear, and so easy to care for . . . just wash, hang to dry then wear, this shirt keeps its fresh crisp look for life. Choose white, neat stripes or conservative checks in sizes 14 to 17½, assorted sleeve lengths. Each

9.95

See These Smart *Terylene Dress Shirts Featured in Weekend Magazine.

* CIL Trade Name

EATON'S—Men's Wear, Main Floor, Phone EV 2-7141

A Valentine for her Leisure Hours

Pretty Slippers

a. Comfy Mules
A gay fur band with comfortable chrome tanned leather soles and small wedge heel. Choose blue, pink, white with gold-colour trim. Pair **5.95**

b. Red Velvet
Pretty red velvet band with gay rose trim on vamp. Chrome tanned leather soles and small wedge heels. Pair **5.95**

c. Satin Mules
A shimmering white satin band with dainty nylon and silver-colour faille trim. Chrome tanned leather soles and small wedge heel. Sizes 5 to 9½ collectively. Pair **4.95**

EATON'S—Family Shoe Centre, Second Floor, Phone EV 2-7141

Birkdale

SWEATERS

Another gift to delight him, smart Birkdale V-necked pullovers of soft, long-wearing lambswool with Mitin mothproofed finish. Styled with fully fashioned long sleeves, V-neck in natural mix, charcoal, navy, haze, green, light blue, rust and grey mix in sizes 36-44.
EATON Price, each **9.95**

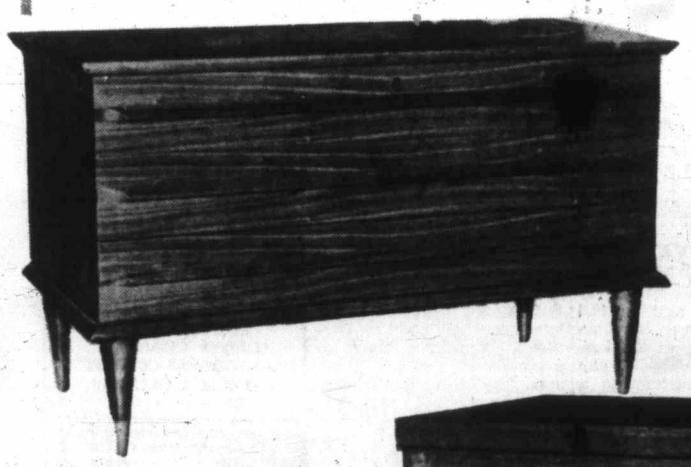
Also Available in Sleeveless style.
EATON Price, each **7.95**

EATON'S—Men's Wear, Main Floor, Phone EV 2-7141

Only at EATON'S *Eatonia* Cedar Chests

. . . The Gift That Should Last a Lifetime

Here is the gift that is certain to thrill your Valentine . . . because it's as sentimental as "Hearts and Flowers" Valentine tradition, and as practical as a savings account. Whether she be your sweetheart, daughter, wife, mother or sister, she'll be thrilled that you thought enough to choose a beautifully crafted cedar chest from our outstanding collection. Oak, walnut, mahogany or maple veneer finishes.



Eatonia **Classic**
Style with short legs, full width drawer. Size about 44x23x19.
EATONIA Value, each **89.95**

Eatonia **Traditional**
A sleekly styled chest with plank top, full-length drawer, metal pulls and Tennessee cedar lining. About 24x19x34. Also available in highboy style.
EATONIA Value, each **89.95**

EATON'S — Draperies, Second Floor House Furnishings Building, Phone EV 2-7141

EATON'S Store Hours: 9.00 a.m. to 5.30 p.m. Daily — 9.00 a.m. to 9.00 p.m. Fridays
Phone EV 2-7141

T. EATON Co CANADA

What's New at Eatons

To all intents and purposes Spring is Here! . . . even if the wind is just a little chilly outdoors, inside EATON'S you'll find an exciting array of Spring merchandise. Wonderful bright new colours appear in almost every department, as well as smart new styles for every member of your family. Shown below is just a tiny portion of the 'New' merchandise, and . . . we think each one would find it's way to your Valentine's Heart.

From Spain
In colours as sunny as the weather in Spain are these lovely flowered hankies . . . gay posies bloom on snowy white, scalloped edges are neatly whipped. Pastel blooms on blue and white with double edges (for longer wear). Each 49c and 59c.

Don't forget . . . our gay Hearts and Cupids Valentine envelope contains a beautifully embroidered hankie, imported from Switzerland. Each 1.19.

EATON'S—Hankies, Main Floor, Phone EV 2-7141

Junior Valentines
Little girls (bigger ones too) love the comfort and smart styling of The Skort . . . a gay whirl of permanent pleats with attached panties. Available in a wonderful assortment of colours in sizes 2 to 14. For the fellows . . . a smart short-sleeve cotton sport shirt in neat checks. Skort, each 1.98 and 2.98. Shirt, each 3.95.

EATON'S—Children's and Boys' Wear, Third Floor Phone EV 2-7141

Four-Holer
A wonderful new 4-holer cardigan by Jantzen . . . for his sports wardrobe. Big, bold stripes in bulky Shaker knit lambswool and nylon blend, full cut for comfort. Buttons are metal medallions. Available in light grey and charcoal with blue or red stripes. Each 18.95.

EATON'S—Men's Wear, Main Floor Phone EV 2-7141

Bright Gal
You're absolutely guaranteed to be the brightest gal in sight when you wear this Pietio Rossi shirt and shorts ensemble. Gaily coloured cotton print made especially for EATON'S in Florence, Italy. 2 Pieces 19.95.

EATON'S—Sportswear, Second Floor Phone EV 2-7141

By Gleneaton
The most flattering shoe and handbag ensemble we've seen. Slim-line pumps in tweed-like mesh with lustrous leather trim. Matching slim-line handbag is fully lined and has attached change purse and zipper compartment. Also available in black. Eaton Prices, Shoes, 18.95. Handbags, 15.95.

EATON'S—Family Shoe Centre, Second Floor, Phone EV 2-7141